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PACKAGING

THE CAHNERS MAGAZINE FOR DECISION-MAKERS/MARCH 1988

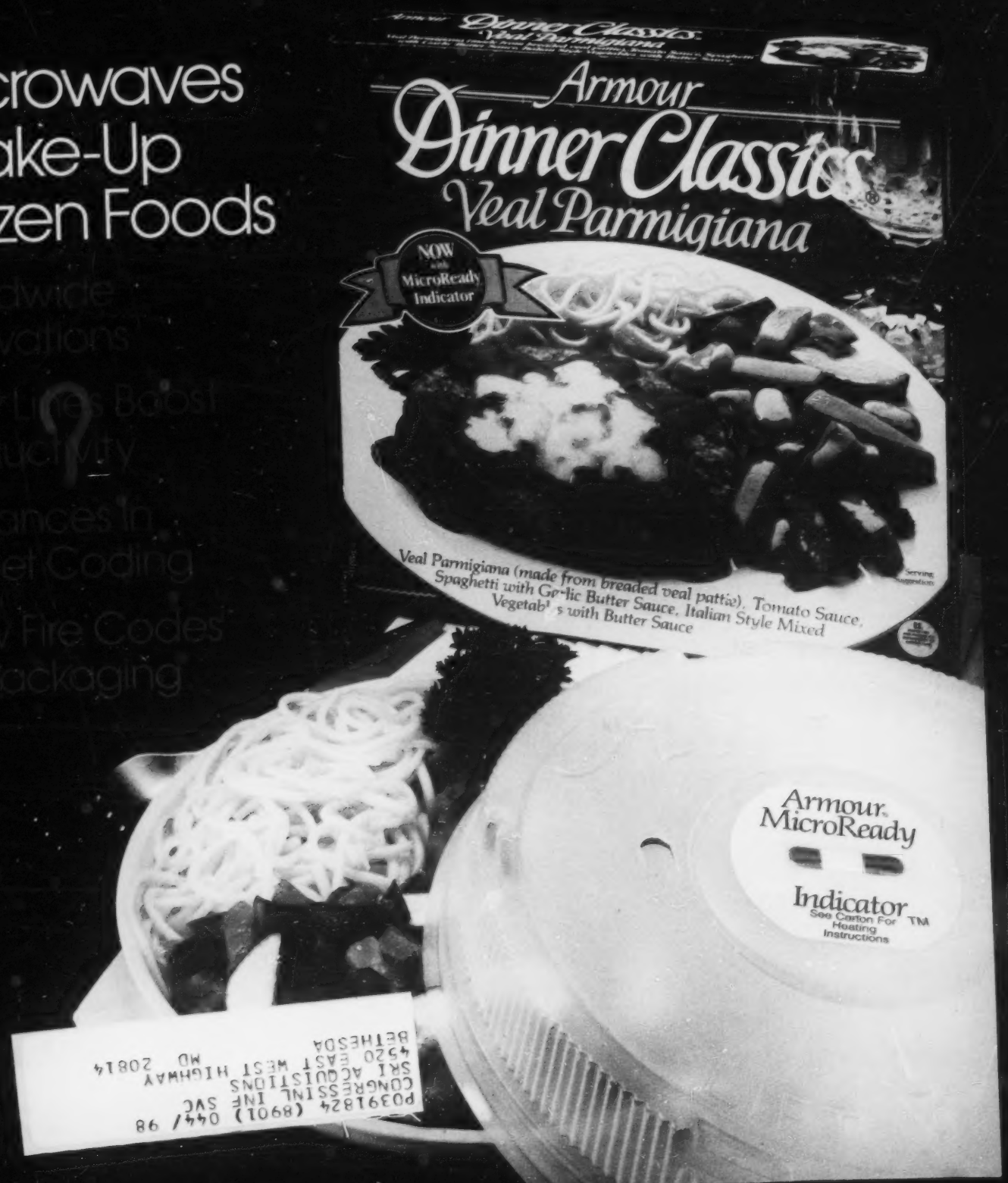
Microwaves Shake-Up Frozen Foods

Worldwide Innovations

New Lines Boost Productivity

Advances In Ink-Jet Coding

New Fire Codes Hit Packaging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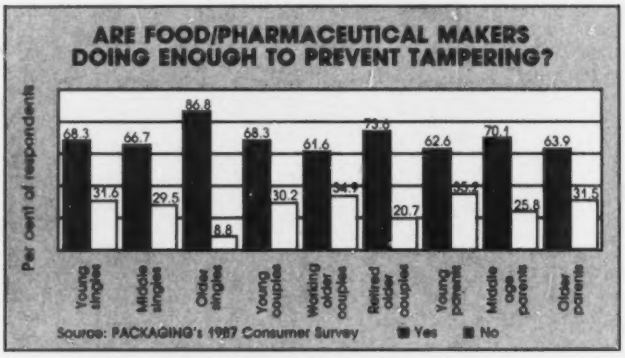
ANTI-TAMPERING MOVES GET HIGH MARKS

Consumers say packagers are "doing enough"

By a ratio of nearly 5 to 2, consumers who responded to PACKAGING's 1987 Consumer Survey said they believed manufacturers of foods and pharmaceuticals were protecting consumers sufficiently from tampered products.

Of the 721 respondents, 495 said the manufacturers were doing enough in this regard with packaging.

The largest percentage of favorable responses and lowest percentage of unfavorable responses came from consumers in the "older singles" group. The lowest percentage of favorable responses came from those in the "working older couples" category.



BARRIER CONTAINER USE KEEPS GROWING

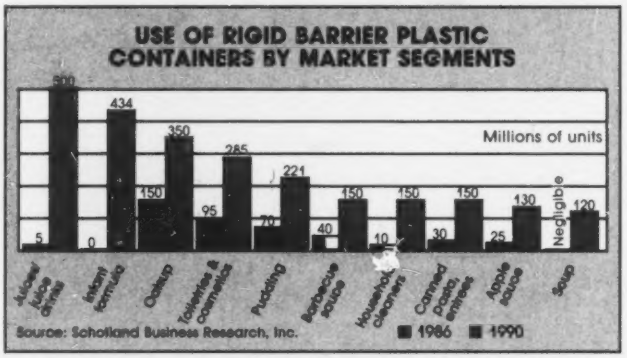
Group sees expansion lasting through 1990

A recently published report from Schotland Business Research, Princeton, N.J., predicted continued growth in the use of rigid barrier plastics packaging during the coming three years.

The study highlighted 10 product categories, each of which was expected to utilize more than 100 million rigid barrier plastic containers by 1990. According to the researchers, products in these categories totaled 425 million units in 1986 and will grow by a factor of six to 2.5 billion units through 1990.

Most dramatic of all the growth predictions was that for juices and juice drinks. Use of barrier containers in this category was shown shooting from 5 million units to a hundred times that many. Nearly as rapid a rate of growth was foreseen for infant formula—from zero to 434 units.

Also according to the report, use of rigid barrier containers for catsup will more than double, that for toiletries and cosmetics as well as for pudding will triple, and that for soup will increase from a negligible number of units to 120 million.



PACKAGING LEADTIMES (in weeks)

	Jan. '88	Dec. '87	Jan. '87
Metal cans	3.2	2.8	3.7
Composite cans	2.9	2.8	3.3
Glass containers	2.8	3.9	4.7
Plastic bottles	3.0	3.0	3.2
Plastic film	3.9	3.8	3.5
Laminates	5.0	4.3	5.3
Corrugated containers	2.6	2.7	2.9
Multiwall bags	3.4	3.8	4.3
Kraft paper	2.8	3.0	3.2
Folding cartons	3.8	3.6	3.9
Fiber drums	2.5	2.6	2.9
Industrial crates	2.5	2.6	2.8
Strapping	2.5	2.5	2.7
Steel drums (shipping)	2.7	2.6	3.5
Pallets	2.6	2.6	2.5

Source: Purchasing, a Cahners Publication

TRANSACTION PRICES

	Jan. '88	Dec. '87	Jan. '87
Aluminum can stock ($/lb.)	1.03	1.03	1.07
LDPE/liner($/lb.)	.43	.38	.28
LDPE/clarity($/lb.)	.44	.39	.32
LLDPE/butene($/lb.)	.43	.39	.28
LLDPE/octene($/lb.)	.53	.49	.32
HDPE/blow molding($/lb.)	.46	.41	.34
HDPE/film grade($/lb.)	.47	.42	.35
Polystyrene/general purpose($/lb.)	.58	.58	.36
Polystyrene/impact($/lb.)	.61	.61	.37
PVC/general purpose($/lb.)	.41	.40	.31
PP/homopolymer($/lb.)	.49	.46	.36
PP/copolymer($/lb.)	.59	.56	.46
ABS($/lb.)	1.14	1.14	.98
Unbleached kraft/shipping sack($/ton)	480	480	430
Unbleached kraft/grocery sack($/ton)	430	430	375
Linerboard, 42 lb., east($/ton)	380	330	350
Linerboard, 42 lb., west($/ton)	380	380	360
Corrugated med., semichemical($/ton)	350	350	320
Recycled folding boxboard, clay coated($/ton)	410	410	400
Recycled folding boxbd., chipbd.($/ton)	330	330	320
Bleached kraft, folding carton($/ton)	625	625	600

Source: Purchasing, a Cahners publication

HIGH-PERFORMANCE FILM USE TO GROW

Sales to reach $2.2 billion by 1992

The next four years will see significant growth in the use of high-performance packaging films, according to a study from Kline & Co., Fairfield, N.J.

EVOH barrier resin will show the strongest increase, the study said, growing at 8 per cent each year to 3.1 million pounds in 1992.

PVDC also will maintain a strong position as the barrier resin used in most major food areas. Its use will grow from 20 million pounds in 1987 to more than 25 million pounds in 1992. Growth of PVDC films, used chiefly in packaging fresh red meats, is expected to be static.

The study also said sales of metallized films will increase at 12 per cent per year from $85 million in 1987 to nearly $150 million in 1992. Among the markets accounting for this growth are snack foods, institutional coffee, bag-in-box applications, and microwave susceptors.

EAT-IN, EAT-OUT FOOD COSTS DIVERGE

Inflation to create a home-meal advantage

Cahners Economics, Newton, Mass., reported recently that consumer prices of food eaten away from home rose 4.0 per cent in 1987 and the price of food eaten at home rose by 4.4 per cent. During the same period, overall consumer prices rose 3.7 per cent.

In 1988, Cahners said, the inflation rate for food eaten away from home will be 4.2 per cent and that for food eaten at home will be 3.3 per cent.

Moreover, according to Cahners, the inflation rate for food at home is likely to decline again in 1989 while the price of food eaten away from home rises further.

DEMAND FOR PE, PP TO RISE THROUGH 1992

New capacity expected to barely keep pace

According to a recent forecast by the USI division of Quantum Chemical Corp., Cincinnati, market demand for polyethylenes and polypropylene is likely to increase by as much as 5 per cent over the next five years. USI expects 1988-1992 market growth to fall slightly from the rapid expansion rates of 1987: 8.4 per cent for LDPE/LLDPE, 16.3 per cent for HDPE, and 12.3 per cent for PP.

Even so, said the company, announced capacity additions will just keep up with demand.